

WKMG

ORDER

Print Date 11/02/12 Page 1 of 3

Flight Dates 10/30/12-11/06/12

Order Sep 00:15:00

Contract / Revision 263339 /

263339 /

Product

PLAKON FOR ST REP

Original Date / Revision

10/30/12 11/01/12

Agency Com 15%

Billing Contact

AdvertiserPOL/SRPOF-PLAKON/R/STR

**235 E. Virginia St.
Tallahassee, FL 32301**

Agency **Southern Campaign Resource**

Buying Contact

Sales Office PHI

Sales Region NAT

Agency Ref

235 E. Virginia St.

Tallahassee, FL 32301

Estimate #

Alt Order # 6401363

Billing Type	Cash
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Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL CAND

Product Codes PL-State-Political

Priority P-2

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
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Kristen Waskie	100%
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Order Share 100% Market Value 47350

Competing Station	% of Order	Amount
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CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	17	\$40,247.50	\$47,350.00	0.00
Totals	17	\$40,247.50	\$47,350.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	17	\$40,247.50	\$47,350.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WKMG	11/01/12	11/02/12	Local 6 News 12-1230p	CM	12-1230p	---T---	:30	1	\$1,200.00	P-2	0.00 NM	0	\$0.00
				Local 6 News 12-1230p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---	1			\$1,200.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	WKMG	10/29/12-11/04/12	Local 6 News 12-1230p	12-1230p	---Th----	:30		(\$1,200.00)	0.00	NM				
Credited														
[MG 9-11]														
N 2	WKMG	10/31/12	11/02/12	3-4p Doctors	CM	3-4p	--W-F--	:30	2	\$350.00	P-2	0.00 NM	1	\$350.00
				The Doctors										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W-F--	2			\$350.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WKMG	10/29/12-11/04/12	3-4p Doctors	3-4p	--W-F----	:30		(\$350.00)	0.00	NM				
Credited														



WKMG

Print Date: 11/02/12

Page 2 of 3

Contract / Revision **263339** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/30/12/ 11/01/12

Order Sep 00:15:00

Advertiser **POL/SRPOF-PLAKON/R/ST** Product **PLAKON FOR ST REP**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKMG	10/31/12	11/02/12	News at 6p News at 6p	CM	6-630p	--WTF--	:30	3	\$1,400.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--WTF--	3		\$1,400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	10/29/12-11/04/12		News at 6p		6-630p	--WThF----	:30		(\$1,400.00)		0.00	NM		
Credited															
2	WKMG	10/29/12-11/04/12		News at 6p		6-630p	--WThF----	:30		(\$1,400.00)		0.00	NM		
Credited															
[MG 9-11]															
4	WKMG	10/29/12-11/04/12		News at 6p		6-630p	--WThF----	:30		(\$1,400.00)		0.00	NM		
Credited															
[MG 9-11]															
N 4	WKMG	10/30/12	10/30/12	Tue Prime 8p NCIS	CM	8-9p	-T-----	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$12,000.00		0.00						
N 5	WKMG	10/31/12	11/02/12	M-F 11p News M-F 11p News	CM	11-1135p	--W-F--	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W-F--	2		\$2,500.00		0.00						
N 6	WKMG	11/04/12	11/04/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----S	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$9,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	10/29/12-11/04/12		Sun Prime 9-10p		9-10p	-----Su	:30		(\$9,000.00)		0.00	NM		
See MG 6.2															
[Oversold @ input]															
2	WKMG	11/04/12-11/04/12		Sun Prime 10-11p		10-11p	-----Su	:30		\$9,000.00		0.00	NM		
Ⓜ MG for 6.1 11/04															
N 7	WKMG	11/05/12	11/05/12	3-4p Doctors The Doctors	CM	3-4p	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$500.00		0.00						
N 8	WKMG	11/05/12	11/05/12	News at 6p News at 6p	CM	6-630p	M-----	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$1,600.00		0.00						
N 9	WKMG	11/04/12	11/04/12	NFL Game 1 NFL Game 1	CM	various (12:58 PM-4:00 PM)	-----S	:30	1	\$4,150.00	LUR	0.00	NM	1	\$4,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$4,150.00		0.00						
N 10	WKMG	11/05/12	11/05/12	Morn News at 6a Morn News at 6a	CM	6-7a	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$800.00		0.00						
N 11	WKMG	11/05/12	11/05/12	Morn News at 530a Morn News at 530a	CM	530-6a	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$450.00		0.00						

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 12	WKMG	11/05/12	11/05/12	Morn News at 6a Morn News at 6a	CM	6-7a	M-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$800.00		0.00			
N 13	WKMG	11/05/12	11/05/12	CBS This Morning The Early Show	CM	7-9a	M-----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,400.00		0.00			
N 14	WKMG	11/05/12	11/05/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	M-----	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$1,500.00		0.00			
N 15	WKMG	11/05/12	11/05/12	CBS Evening News CBS Eve News	CM	630-7p	M-----	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$4,000.00		0.00			
N 16	WKMG	11/05/12	11/05/12	M-F 11p News M-F 11p News	CM	11-1135p	M-----	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$3,500.00		0.00			
Totals														17	\$47,350.00



WKMG

Print Date: 11/05/12

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Contract / Revision

263339

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/30/12/ 11/02/12

Order Sep 00:15:00

Advertiser POL/SRPOF-PLAKON/R/ST Product PLAKON FOR ST REP

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKMG	10/31/12	11/02/12	News at 6p News at 6p	CM	6-630p	--WTF--	:30	3	\$1,400.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					3	\$1,400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	10/29/12-11/04/12		News at 6p		6-630p	--WThF----	:30		(\$1,400.00)		0.00	NM		
Credited															
2	WKMG	10/29/12-11/04/12		News at 6p		6-630p	--WThF----	:30		(\$1,400.00)		0.00	NM		
Credited															
[MG 9-11]															
4	WKMG	10/29/12-11/04/12		News at 6p		6-630p	--WThF----	:30		(\$1,400.00)		0.00	NM		
Credited															
[MG 9-11]															
N 4	WKMG	10/30/12	10/30/12	Tue Prime 8p NCIS	CM	8-9p	-T-----	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$12,000.00		0.00			
N 5	WKMG	10/31/12	11/02/12	M-F 11p News M-F 11p News	CM	11-1135p	--W-F--	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W-F--					2	\$2,500.00		0.00			
N 6	WKMG	11/04/12	11/04/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----S	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$9,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	10/29/12-11/04/12		Sun Prime 9-10p		9-10p	-----Su	:30		(\$9,000.00)		0.00	NM		
See MG 6.2															
[Oversold @ input]															
2	WKMG	11/04/12-11/04/12		Sun Prime 10-11p		10-11p	-----Su	:30		\$9,000.00		0.00	NM		
Ⓜ MG for 6.1 11/04															
N 7	WKMG	11/05/12	11/05/12	3-4p Doctors The Doctors	CM	3-4p	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$500.00		0.00			
N 8	WKMG	11/05/12	11/05/12	News at 6p News at 6p	CM	6-630p	M-----	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,600.00		0.00			
N 9	WKMG	11/04/12	11/04/12	NFL Game 1 NFL Game 1	CM	various (12:58 PM-4:00 PM)	-----S	:30	1	\$4,150.00	LUR	0.00	NM	1	\$4,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$4,150.00		0.00			
N 10	WKMG	11/05/12	11/05/12	Morn News at 6a Morn News at 6a	CM	6-7a	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$800.00		0.00			
N 11	WKMG	11/05/12	11/05/12	Morn News at 530a Morn News at 530a	CM	530-6a	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$450.00		0.00			

Totals	18	\$47,350.00
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WKMG

ORDER

Print Date 11/05/12 Page 1 of 2

Flight Dates 10/30/12-11/05/12

Order Sep 00:15:00

Product

Estimate #

Contract / Revision 263212 /

PLAKON FOR ST REP

Alt Order # 06399118

Original Date / Revision
10/29/12 11/01/12

Agency Com 15%

Billing Type Cash

Billing Contact

Order Type GENERAL

AdvertiserPOL/SRPOF-PLAKON/R/STR

**235 E. Virginia St.
Tallahassee, FL 32301**

Billing Cycle	EOM/EOC
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Billing Calendar BROADCAST

Agency Southern Campaign Resources

Demographic A25-54

Buying Contact

Sales Office PHI

Rev Codes AGY POL CAND

**235 E. Virginia St.
Tallahassee, FL 32301**

Sales Region NAT

Product Codes PL-State-Political

Agency Ref

Priority P-2

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 14000

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	8	\$11,900.00	\$14,000.00	0.00	10/29/12	11/05/12	8	\$11,900.00	\$14,000.00
Totals	8	\$11,900.00	\$14,000.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKMG	10/31/12	11/02/12	Local 6 News 12-1230p CM		12-1230p	--W-F--	:30	2	\$1,600.00	P-2	0.00	NM	2	\$3,200.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	--W-F--			2		\$1,600.00			0.00			
E 2	WKMG	10/30/12	11/04/12	M-SU 11p News CM		11-1135p	-T-T-SS	:30	4	\$1,700.00	P-2	0.00	NM	4	\$6,800.00
				M-SU 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-T-SS			4		\$1,700.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WKMG	10/29/12-11/04/12	M-SU 11p News			11-1135p	-T-Th-SaSu	:30		(\$1,700.00)		0.00	NM		
See MG 2.5															
5	WKMG	11/04/12-11/04/12	Sun 11p News after NFL			Late News	-----Su	:30		\$1,700.00		0.00	NM		
Ⓜ MG for 2.2 11/04															
E 3	WKMG	11/05/12	11/05/12	Local 6 News 12-1230p CM		12-1230p	1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				Local 6 News 12-1230p											



Hiatus Dates

Order Sep 00:15:00

Estimate #

[illegible]